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Nevada ENERGY STAR® Partners Marketing Campaign 2001-2007

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Our Beginnings

- “The Breakfast Club” was formed in 2001, partnering with EPA to launch the very first Nevada ENERGY STAR campaign.
- The diverse steering committee included: utility companies, HERS providers, three builders and a new home magazine owner/representative



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Mission

- The steering committee's mission was to develop a marketing campaign that increased consumer awareness of the ENERGY STAR brand and promoted the building of ENERGY STAR homes to the local homebuilders.



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Steps in Building a Successful Campaign

- **Steering Committee** designs the strategic approach each year based on budget and needs of builders & the market. Sets the timeframe of the campaign.
- **Steering Committee** corresponds with builders and supporting businesses, promoting the partnership 2-3 months in advance of campaign launch. This correspondence helps the committee determine the interest for the annual campaign's membership drive.



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Primary Campaign Outline

- **Kick-off Meeting:**
 - Power Point presentation of Nevada ENERGY STAR Partners' planned campaign
 - EPA key speaker
 - Call for commitment
 - Call for committee members
 - Applications are distributed.
 - Q & A



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Advertising and promotion

Geared to drive consumer to www.thinkenergystar.com

- **Advertising Campaign** – promoting brand, partners & designed to drive traffic to ENERGY STAR builders
- **Public Relations Campaign** – promoting ENERGY STAR brand, promoting partners & educating consumers



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- **Website Campaign** – education; promote builders with links; link to www.energystar.gov; post events
- **Radio & Television Campaign** – branding, education and drive to website
- **Signage Campaign** – billboards drive to website; on-site bootleg signs at subdivisions to promote the ENERGY STAR brand



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- **Events** – participate in local outreach events (e.g. Earth Day Faire, builder trade shows), schools (e.g. art contest), home showcases; passport promotion; retail coupon book promotions for ENERGY STAR products
- **Training Seminars** – sponsor well-known experts to train builders & tradespeople on proper implementation of energy efficient building practices; train subdivision sales agents on selling techniques for high performance homes



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Nevada ENERGY STAR Partners' Accomplishments

2001

- 7 Partners
- 5 Builders
- 2 Business Partners

2002

- 32 Partners
- 17 Builders
- 14 Business Partners
- 20% Penetration Rate of ENERGY STAR homes
- 17% ENERGY STAR consumer awareness



2003

34 Partners

19 Builders

15 Business Partners

46.4% Penetration Rate of ENERGY STAR homes

76% ENERGY STAR consumer awareness

2004

39 Partners

20 Builders

19 Business Partners

58.7% Penetration Rate of ENERGY STAR homes

87% ENERGY STAR consumer awareness

2005

42 Partners

23 Builders

19 Business Partners

60% Penetration Rate of ENERGY STAR homes

88.9% ENERGY STAR consumer awareness



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2006

55 Partners

28 Builders

27 Business Partners

67% Penetration Rate of ENERGY STAR homes

90% ENERGY STAR consumer awareness

Awards

Nevada ENERGY STAR Partners received the EPA's National Awards:

Partner of the Year: 2003

Sustained excellence: 2004, 2005, 2006, 2007



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The framework of the Nevada ENERGY STAR Partnership...

The formula for SUCCESS!



Nevada ENERGY STAR Campaign Committees & Responsibilities

Steering Committee

- Consists of all committee chairs and honorary committee members
- Role is strategic planning for the annual campaign
- Chairperson is responsible for partner correspondence, reporting & organization of campaign
- Chairperson is responsible for correspondence between all committee members
- Meets bi-weekly 3 months prior to campaign roll out, monthly thereafter
- Update of all committees' progress by each chairperson at meetings



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Advertising Committee **Develops and places all media advertising**

- Las Vegas Review-Journal – 13 week campaign,
Saturday/Sunday = 26 ads
 - Possible special section, RJ as media sponsor
- Las Vegas New Homes Guide
 - Full page builder ad (June-August)
 - Full page partner ad (June-August)
 - Pull-out insert/map (July)



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PR Committee

Develops and oversees all PR stories and activities

- Las Vegas Review-Journal – 13 weeks, Saturdays/Sundays = 26 stories
- Las Vegas New Homes Guide
- New Homes Guide Platinum Business Partners Advertorial (July)
- ENERGY STAR Month – declarations from all major municipalities in southern Nevada



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Website Committee

- Updates www.thinkenergystar.com website with new consumer educational information
- Maintains the website's builder links, events, public relation articles, partner support



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Technical/Education Committee

- **Training seminars** specific to building industry (including builder's construction, purchasing, design departments,) trade companies & building officials.
 - Houses that Work – by Gord Cooke through EEBA
 - New ENERGY STAR guidelines including Thermal Bypass Checklist
- **Sales & Marketing Training** to all builders' and trade companies' sales & marketing teams.
 - Selling the High Performance Home – by Gord Cooke through EEBA
- ENERGY STAR Qualified Homes Thermal Bypass Checklist **Manual** – produced by Nevada ENERGY STAR Partners

Note: Training Seminars – *Exclusive* to Nevada
ENERGY STAR Partners



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How do you initiate & drive a partnership within your market?

It's all about the people behind the campaign. Seek out strong & passionate marketing, networking, market and utility experts to drive the campaign.

Builders, trade contractors, HERS providers & raters, utilities, bank & mortgage companies, PR firms, advertising firms, energy efficient product/material suppliers, state & local government entities & builder associations



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2007 Campaign Goals

- Designed to provide a **sustained local presence** for ENERGY STAR and help **build consumer awareness** of the **benefits** of ENERGY STAR qualified homes and the **builders** who offer them
- **Generate and drive traffic** to builders' ENERGY STAR communities
- **Educate and train** construction, sales and marketing teams about the construction practices as well as features and benefits of ENERGY STAR qualified homes
- **Globally position Nevada** as the leading ENERGY STAR state as well as the **forerunner** in energy efficiency and environmentally friendly living



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Salute to our 2006 Nevada ENERGY STAR® Builder Partners

- Amstar Homes
- American Premiere
- Astoria Homes
- Avante Homes
- Celebrate Homes
- Centex Homes dba Real Homes
- Concordia Homes
- Desert Wind Homes
- Distinctive Homes
- Engle Homes
- KB Home
- Lennar El
- Meritage Homes
- Pardee Homes



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Salute to our 2006 Nevada ENERGY STAR® Builder Partners

- Pulte Homes
- Rhodes Homes
- Rimini Home
- Royal Const./Spinnaker
- Ryland Homes
- Signature Homes
- Southwest Homes
- Sopra Homes
- Standard Pacific Homes
- Storybook Homes
- Toll Brothers
- Warmington Homes NV
- Westmark Homes
- Woodside Homes



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Salute to our Nevada ENERGY STAR® 2006 Business Partners

Platinum Partners

- Builders Choice
- Countrywide Home Loan
- Dupont/Tyvek
- Energy Inspectors
- Environments for Living
- Howard Hughes Corp/Summerlin
- Nevada Power

Gold Partners

- Milgard Window
- Sierra Air
- Southwest as
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Silver Partners

- Consol – Comfort Wise
- Energy Conservation Group
- F. Rodgers Insulation
- K&K Framers/KB Framers
- Redrock Insulation
- Rocky Top
- Move.com
- Select Build
- Wholesale Lighting

Honorary Partners

- Faiss Foley Warren PR
- Lamar
- MSI
- PIE Design & Marketing
- Southern NV Home Builders Assoc.
- Southern NV New Homes Guide
- SCINC Marketing



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Contact information for Nevada
Energy Star Partners @
www.thinkenergystar.com

